

**ORDER**

**Orders**  
**Order / Rev:** 330972  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 2614  
**Flight Dates:** 10/11/16 - 10/17/16  
**Original Date / Rev:** 10/10/16 / 10/10/16  
**Order Type:** GENERAL

**CW - Salinas, CA**  
**Primary AE:** Kristy Santiago  
**Sales Office:** SL-L  
**Sales Region:** LOC

**Agency**  
**Name:** Screen Strategies Media  
**Buying Contact:**  
**Billing Contact:**  
 15409 Whitechapel Court  
 Centreville, VA 20120

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Panetta for Congress  
**Demographic:** HH  
**Product Codes:** PL01  
**Priority:** P-4  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/17/16	13	\$435.00	\$369.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	13	\$435.00	\$369.75	0.00
<b>Totals</b>	<b>13</b>	<b>\$435.00</b>	<b>\$369.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristy Santiago			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	NION	10/11/16	10/17/16	Late News (M-F) M-F 10P-1030P	CM	10P-1030P	MTWTF--	:30	0	\$35.00	P-4	0.00	NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--		4				\$35.00		0.00			
		Week: 10/17/16	10/23/16	M-----		1				\$35.00		0.00			
N 2	NION	10/11/16	10/17/16	Late News Sa-Su SA-SU 10P-1030P	CM	10P-1030P	-----SS	:30	0	\$35.00	P-4	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----SS		2				\$35.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$0.00		0.00			
N 3	NION	10/11/16	10/17/16	M-F 9-10P MT/10-11P M-F 1030P-11P	PCM	1030P-11P	MTWTF--	:30	0	\$35.00	P-2	0.00	NM	5	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-TWTF--		4				\$35.00		0.00			
		Week: 10/17/16	10/23/16	M-----		1				\$35.00		0.00			
N 4	NION	10/11/16	10/17/16	SA 1030P-11P SA 1030P-11P	CM	1030P-11P	-----	:30	0	\$15.00	P-3	0.00	NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/16	10/16/16	-----S-		1				\$15.00		0.00			
		Week: 10/17/16	10/23/16	-----		0				\$0.00		0.00			
<b>Totals</b>														<b>13</b>	<b>\$435.00</b>

# Panetta for Congress

330972



<b>Station</b>	NION-TV	<b>Buyer</b>	Caroline Bahng
<b>Market</b>	Monterey-Salinas	<b>Email</b>	caroline@screenstrategies.com
<b>Flight Dates</b>	10/11/2016 - 10/17/2016 Revised (Est. 2614)	<b>Phone</b>	703-272-7300

Program Name	DP	Days Length	Rate	Tue 10/11	Wed 10/12	Thu 10/13	Fri 10/14	Sat 10/15	Sun 10/16	Mon 10/17	Total
NION 10p News 10:00 PM - 10:30 PM	LN	M-F 30	\$35.00 <b>\$175.00</b>	1	1	1	1			1	5
Saturday 10p News 10:00 PM - 10:30 PM	LN	Sa 30	\$35.00 <b>\$35.00</b>					1			1
Sunday 10p News 10:00 PM - 10:30 PM	LN	Su 30	\$35.00 <b>\$35.00</b>						1		1
Seinfeld 10:30 PM - 11:00 PM	LF	M-F 30	\$35.00 <b>\$175.00</b>	1	1	1	1			1	5
Sold Out: Lowest Rate to Clear NION											
Seinfeld 10:30 PM - 11:00 PM	LF	Sa 30	\$15.00 <b>\$15.00</b>					1			1
<b>Station Totals</b>			<b>\$435.00</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>13</b>

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> NION-TV	<b>Date:</b> 10/10/2016
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I, Screen Strategies Media,

being/on behalf of: Jimmy Panetta,

a legally qualified candidate of the Democratic

political party for the office of: Congress

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available): \$369.75**

I represent that the payment for the above described broadcast time has been furnished by:

Jimmy Panetta for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Rob Lee

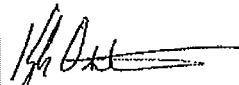
This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/10/2016

**Date**



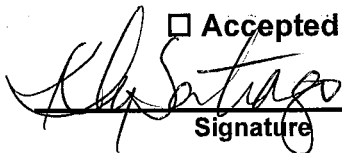
**Signature**

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

  
Printed Name

  
Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, **Jimmy Panetta for Congress**

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

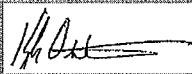
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



**signature of candidate or authorized committee**

**Kyle Osterhout**

**printed name**

**10/7/2016**

**date**